

# Brilliant customer experiences start with IT delivering exceptional employee experiences.

**What's more important: delivering exceptional customer experiences or keeping employees satisfied?**

The truth is that you don't have to choose. In fact, you shouldn't. Improve one initiative and the other can follow. It's imperative to reduce or remove friction from the daily working life of your employees.

With that in mind, here are seven tips to help your business deliver exceptional employee experiences that open the way to incredible customer experiences.

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## Set up employees to succeed from the moment they wake.

Marketing teams talk a lot about the customer journey. But what about the employee journey? That must be a key ongoing focus for IT teams. The moment your employees wake up, can they easily and seamlessly check their email on their phone? What's their work experience like when they commute to work or travel elsewhere? Do IT-approved tools make it easy to stay connected to work applications and job-critical information? If they experience problems at or away from the office, can they easily get the help they need to stay productive?

No matter where your employees work, play or sleep, make sure they have at their fingertips intuitive and seamless tools that enable them to easily collaborate with customers, partners and colleagues around the world.




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Studies have found that **73% of employees felt that flexible work arrangements increased their satisfaction at work.**<sup>1</sup>

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## Promote and facilitate a flexible work-life balance.

With more people working outside of traditional office hours and a greater emphasis on enabling a more flexible work-life balance, you need to provide collaboration tools that let employees work together when and where it's most convenient. You also need to provide high-quality communications and securely share relevant content with customers anytime, virtually anywhere.

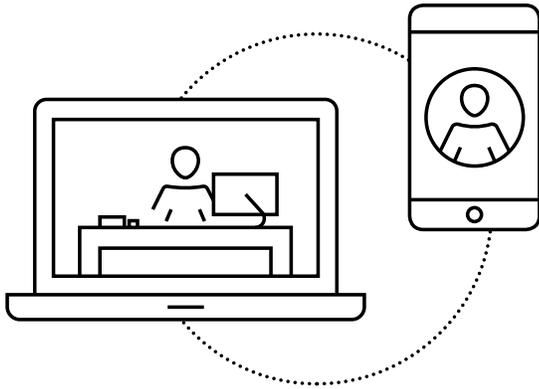
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## Prepare for successful tool adoption.

Collaboration technology is worthless if employees don't use it. Before you purchase and deploy new tools, listen to employees' frustrations and then select solutions that address their specific challenges. Adoption requires buy-in across business units, as well as champions from each department who can help employees see how the new solution will directly benefit them in a tangible way. During and after implementation, be sure to prioritize training and resolve any issues that might arise. A provider like Verizon can support your efforts to make the most of your investment.

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### Provide better tools than the ones they use at home.

In the past, the average person didn't have advanced technology at home. Now most of us can easily access apps and information on our personal smartphones and computers—and we expect the same convenience at the office. That's why companies that offer reliable, easy-to-use collaboration tools can better attract and retain top talent, especially younger professionals who expect easy-to-use tech. When you can create a work experience that's better than their home experience, you can gain a serious competitive advantage.

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### Live in employees' shoes.

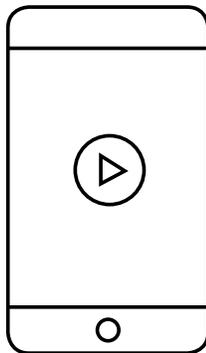
IT teams should proactively talk to different departments about their unique challenges and goals. How much time is wasted in companies by virtual meetings or engagements where some employees are unable to connect? Reduce unproductive or wasted time for all by making sure that every employee has a seamless meeting experience that brings together audio, video and data for all attendees, whether mobile or in an office. With a broader perspective, IT can better understand which tools to develop or purchase to further business goals while creating a better overall working life for employees.

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### Provide tools that employees want to use.

Think video, for example. Millennials have grown up in a video-driven world. That's why it's becoming the norm for both internal and external collaboration. Video communications have become the mainstay for conference calls, all-hands meetings, press releases, employee morale boosters, new-hire interviews and more. Some even see video overtaking email in terms of internal communications. For many companies, it's also a key aspect of their corporate social responsibility initiatives. By using audio and video technology to host meetings, companies can reduce travel and cut down on emissions. Quite simply, the employee video experience needs to be high quality, secure, high performing, easily accessible and intuitive to use.



### Partner with someone you can trust.

The good news is that you don't have to go it alone. With advanced collaboration tools, you can drive innovation while creating exceptional experiences all around. Collaboration isn't just about changing the way people work. It's about enhancing the way people share ideas and stay connected—in and out of the office.

### Learn more:

See how Verizon can help you improve employee and customer experiences at [enterprise.verizon.com/en-gb/products/business-communications/](https://enterprise.verizon.com/en-gb/products/business-communications/)